

B8595HC  
2.A55  
Copy 1

## Annual License Renewal Program



John H. Meir II  
Systems Programmer  
South Carolina Department of Natural Resources  
1000 Assembly Street  
Columbia, South Carolina 29201  
Phone: 803-734-3864  
E-mail: [JohnMeir@scdnr.state.sc.us](mailto:JohnMeir@scdnr.state.sc.us)

**S. C. STATE LIBRARY**

AUG 20 2004

Modified: Monday, February 02, 2004

**STATE DOCUMENTS**

**Office of Human Resources**

I release the materials submitted and final copy of my CPM project paper for reproduction, distribution, publication, or other educational purposes by the Office of Human Resources.

Signature John H. Meir II

Date: 2 February 2004

Name: John H. Meir II

## Table of Contents

<b>Purpose.....</b>	<b>4</b>
<b>Background .....</b>	<b>6</b>
<b>Renewal Returns .....</b>	<b>7</b>
<b>Problems .....</b>	<b>8</b>
<b>Financial Analysis .....</b>	<b>10</b>
<b>Opportunities.....</b>	<b>13</b>
<b>Customer Satisfaction.....</b>	<b>15</b>
<b>Conclusion .....</b>	<b>18</b>
<b>Bibliography .....</b>	<b>19</b>
<b>Appendix A. Resident Renewal Form.....</b>	<b>20</b>
<b>Appendix B. Non-Resident Renewal Form.....</b>	<b>21</b>
<b>Appendix C. Renewal Return Statistics.....</b>	<b>22</b>
<b>Appendix D. Survey Results .....</b>	<b>26</b>

### **Purpose**

For the past several years, the constituents of the Department of Natural Resources (DNR) have been asking for an easier manner in which to purchase their annual hunting and fishing licenses. During fiscal year 2003, the DNR implemented a pilot project to test an annual license renewal system. This pilot project encompassed 56,431 current hunting and fishing license holders. During the pilot project 12,551 license holders returned the renewal form representing a 22.24% return rate. The DNR believes that these return percentages are actually lower than what we can expect during a normal renewal mailing. There are several reasons for the Departments expecting higher return percentages. The first reason is that the renewal was mailed too late for many license holders; the Department actually received numerous calls from constituents asking if we could guarantee that they would receive the ordered items before June 14, 2002. When told we could not guarantee delivery many of these individuals decided to wait and purchase their license from a local license agent. The second reason is that the Department received numerous calls from individuals asking why they did not receive a renewal letter when their hunting or fishing partner did. This was further evidenced when the Department received several copies of renewals in which an individual made a photocopy for a friend. These copied renewals were processed as if the individual came into the office and purchased the licenses over the counter and were not included in the totals for renewals returned.

The purpose of this research project is to evaluate the effectiveness of this renewal program in terms of customer satisfaction, cost to administer the program, evaluate the problems encountered, and make recommendations for the future. In order to determine customer satisfaction a random sample of 100 of the constituents that returned the renewal letter will be taken and a phone interview will be conducted. The cost basis of this program to the DNR will

be evaluated based on the following factors: 1) cost to send renewal mailers out to individuals, 2) costs to process the renewals, and 3) costs to ship items requested to individual.

### **Background**

Currently South Carolina law requires the Department of Natural Resources (DNR) to issue annual hunting and fishing licenses to any individual that wishes to hunt or fish within SC. Under the current system, an individual has three choices in renewing their license. The individual may either go to a DNR office, purchase the license thru Great Lodge either via the Internet or telephone, or they may go to a bonded License Agent that sells licenses for the DNR.

The DNR has received numerous calls from constituents requesting an easier way to renew their annual hunting and fishing licenses. To fulfill this request, the DNR began a pilot project in fiscal year 2003. The purpose of this project was to test a new one-page renewal form that would allow an individual to purchase licenses regulated by the DNR. This project was continued this year with the mailing of renewal forms to all license holders currently on file with the DNR.

### Renewal Returns

In April of 2003, the Department of Natural Resources mailed 370,073 annual license renewals to all licensed individuals currently listed in the department's license database. In addition, 4,895 boat owners who were not currently licensed were also sent this renewal form. There were also 340 returns received that were either from a form included in the SC Wildlife magazine, or who contacted us directly and were mailed a form or downloaded it from the DNR web site. These figures added together equates to 375,308 renewal forms.

From this renewal mailing, the department has processed 40,448 renewal forms that have been returned. This equates to a 10.78% return percentage. A further analysis of the returns shows us that of the 4,895 unlicensed boat owners, only 140 returned the renewal for a return percentage of only 2.86%. When comparing the returns of SC residents as opposed to non-residents we see that the SC residents return percentage is equal to 11.46% versus 8.55% for the non-residents. For complete details on these return percentages, please refer to Appendix C Return Percentages.

Analyzing each of the license types included in the renewal program, we can identify the five most commonly purchased license types. The top five ordered items are: Piedmont Deer Tags 14,314 or 35.39%, Combination License 12,230 or 30.24%, Saltwater Fishing License 8,864 or 21.91%, Sportsman 7,202 or 17.81%, and Duck Stamp 4,210 or 10.41%. The Piedmont Deer Tags are a unique in that an individual may purchase up to 4 tags for the season. To calculate an accurate percentage of individuals purchasing this type of license we had to count the number of individuals purchasing instead of the number of tags issued.

### Problems

There were several problems encountered during the 2004 Annual Renewal. The first problem involved the use of Social Security Numbers (SSN) on the renewal form. The use of the SSN actually had several issues that were identified. The United States Postal Service (USPS) brought the first issue to our attention after an inspection of several forms. To reduce the cost of postage the DNR has used this renewal form in conjunction with promoting our magazine and calendar for the Wildlife Shop. By advertising these products, we could use the Non-Profit postal rate; however, because the SSN was pre-printed on the form this disqualified us from using the Non-Profit rate. This had a dramatic effect on the costs of administering this program as the DNR incurred an additional \$51,000 in postage costs.

The second issue dealing with the SSN was the problem of identity theft. By utilizing an SSN, numerous individuals were offended by this method of identification. Unfortunately a few of these individuals were political friends of some high ranking government officials, which caused the department some bad publicity in the legislative and executive branches of state government.

The department also had some problems with customers including the two dollar shipping and & handling charges (S&H) that were indicated on the renewal form. At last count, there were 2,691 customers that did not include the S&H in the amount returned. This equates to 6.65% non-compliance in returning the S&H charge. This caused the department to lose \$5,382 dollars in revenue, which helps to cover the costs of administering this program.

A third problem encountered was the high volume of credit card sales. During our pilot project, there was a 16.52% rate of customers utilizing a credit card. This rate increased to 21.74% during this fiscal years process. To be honest, the DNR was unprepared for this high volume of credit card sales. Before the renewal process began, the department only had one



credit card processing machine located in our wildlife shop. This problem was compounded because the machine had enough memory to handle approximately 50 transactions at a time. After the memory was full, the clerk has to stop and balance the transactions processed with the processing center. This caused severe delays in processing the volume of credit card transactions that we were receiving. The decision was made to purchase an additional two credit card machines to handle the volume of transactions.

The department was extremely disappointed in the lower than expected return percentage. During our pilot project, we saw a 22.24% return rate, compared to this years 10.78%. The department was actually expecting a higher return rate this year for several reasons. First, we mailed the renewals three weeks earlier than the prior year. Many customers called during the pilot project asking if we could guarantee delivery before July 1. When told we could not, they stated they would wait to purchase from their normal agent. Second, the department received numerous renewals that someone had made copies of. These copies had the personal information of another individual handwritten in, possibly a hunting/fishing partner.

### Financial Analysis

In analyzing the financial aspect of this project, there were two distinct ways of analyzing the data. The first view is that of the revenue generated minus expenses to show exactly how much money was brought in during the first few fiscal months. The second view was a more traditional look at income from specific areas for administration of the program versus the costs associated to show whether the project actually increased or decreased agency revenue.

As you can see in Table 1, the agency received \$2,067,444.87 in net income from this project. This is based on a Total Revenue figure of \$2,246,706.51 minus the Operating Expenses of \$179,261.64. The items that make up the revenue and expenses can be seen listed below each category.

<b>Total Revenue</b>	<b>\$2,246,706.51</b>
Resident License Fees	\$1,213,499.50
Non-Resident License Fees	\$813,197.00
Resident Agent Fees	\$63,716.00
Non-Resident Agent Fees	\$17,767.00
Magazine	\$32,301.00
Calendar	\$20,500.00
Donations	\$10,212.01
Shipping & Handling	\$75,514.00
<b>Operating Expenses</b>	<b>\$179,261.64</b>
Promotion Postage	\$106,731.00
Zip & Mail	\$23,635.00
Forms	\$8,000.00
Envelopes	\$15,000.00
Return Postage	\$19,372.56
Pack-Out	\$6,523.08
<b>Net Income</b>	<b>\$2,067,444.87</b>

**Table 1 Income Statement**

When viewed in this manner the project appears to be successful in that the agency received two million dollars in revenue early in the fiscal year. However, we need to see if the project actually increased or decreased agency revenue. In order to accomplish this, the Resident

License Fees, Non-resident License Fees, Magazine, and Calendar revenue categories need to be removed from the Revenue category. In Table 2, we now see the actual picture of this project in terms of revenue.

<b>Total Revenue</b>	<b>\$167,209.01</b>
Resident Agent Fees	\$63,716.00
Non-Resident Agent Fees	\$17,767.00
Donations	\$10,212.01
Shipping & Handling	\$75,514.00
<b>Operating Expenses</b>	<b>\$179,261.64</b>
Promotion Postage	\$106,731.00
Zip & Mail	\$23,635.00
Forms	\$8,000.00
Envelopes	\$15,000.00
Return Postage	\$19,372.56
Pack-Out	\$6,523.08
<b>Net Income</b>	<b>(\$12,052.63)</b>

**Table 2 Adjusted Income Statement**

When we remove the other revenue categories, we see a completely different picture of the financial performance of this project. Is this really a bad sign? I do not believe that this is the case. If we look at several factors that contributed to this loss, we will see a different perspective. The first item to analyze is the Promotion Postage. The agency incurred an additional \$51,000 in postage when the USPS discovered we had pre-printed SSN's on the form. If the SSN had not been on the form, our postage costs would have been \$55,731. Another issue in the Net Income Loss this fiscal year was the fact that not all individuals returned the Shipping and Handling charges as indicated on the form. As mentioned earlier this cost the agency \$5,382 in revenue. One final suggestion from an agency Deputy Director was to eliminate the Pack-Out from the Operating Expenses. The theory behind this logic is that the individuals performing the duties for packing out the sold licenses were DNR employees currently on the department payroll. Table 3

shows the amended income statement with these adjusted expense amounts. As indicated, the agency would have realized an additional \$50,852.45 in revenue this fiscal year.

<b>Total Revenue</b>	<b>\$172,591.01</b>
Resident Agent Fees	\$63,716.00
Non-Resident Agent Fees	\$17,767.00
Donations	\$10,212.01
Shipping & Handling	\$80,896.00
<b>Operating Expenses</b>	<b>\$121,738.56</b>
Promotion Postage	\$55,731.00
Zip & Mail	\$23,635.00
Forms	\$8,000.00
Envelopes	\$15,000.00
Return Postage	\$19,372.56
<b>Net Income</b>	<b>\$50,852.45</b>

**Table 3 Amended Income Statement**

### Opportunities

There are many opportunities for improving this program during the coming fiscal years. The first opportunity the department needs to address is the unexpected additional postage costs due to the use of the customer SSN. The DNR must eliminate the use of the SSN on these renewal forms. While the SSN is a necessary component in the enforcement of child support collection, there is no reason the DNR should not establish a unique customer number for use on all correspondence. This new customer number should be utilized in place of the SSN on next year's renewal mailer.

During the 2003 fiscal year, the DNR purchased a new paper scanning system. This system utilizes a Kodak 3520 scanner connected to several PC's running custom developed software to perform field recognition for the processing of licenses sold by our field agents. The DNR could utilize this scanner system to provide some relief in terms of data entry. This would require some additional software be developed to handle the renewal form. Unfortunately, with the problems we have encountered in utilizing this new system, an extensive requirements analysis and product testing would be required in order to ensure the same type of disastrous results do not occur again.

The final area that needs to be addressed is that of the lower than expected return percentages. One theory that has been suggested for the cause of this decrease is the appearance of the outer envelope. This envelope apparently had more colors and promotional information on it that caused it to look more like junk mail than official government correspondence. In the future, all outer envelopes should be restricted to a standard SCDNR logo with text such as "Renew Your Annual License by Mail." This theory was actually reiterated by one of the customers contacted during the customer satisfaction survey. During a conversation with one of the participants, she

stated that she felt the renewal outer envelope was not official looking. She further stated that she typically throws these “flashy” pieces of mail in the trash.

### **Customer Satisfaction**

An important part of determining the effectiveness of this program is to receive feedback from the constituents who utilized the renewal process. To obtain a reflection of the level of customer satisfaction, a random sample of 100 individuals were selected for a telephone survey. The raw data from this survey can be referenced in Appendix D. Unfortunately during the survey, we were only able to contact 24 constituents. During the phone calls there was a combined 74 constituents that we either received no answer by phone or an answering machine received the call. In addition, one constituent was out of town when contact was made. In addition, one constituent told us that he was a senior citizen and has not had contact with our agency for several years.

The survey questions used were based primarily on four of the five SERVQUAL dimensions outlined by Schiemann (1996). These criteria are Reliability, Responsiveness, Assurance, Empathy, and Tangibles. The only dimension that was not measured by this survey was empathy. Since this process was handled completely via the mail, the face-to-face interaction which empathy measures was not present. There was also one question included at the request of Carole Collins, the Deputy Director for the Administrative and Conservation, Education, and Communications divisions of the DNR. This question was aimed at gauging the future utilization of this program.

The questions developed for the survey are outlined in Table 4 below along with their corresponding SERVQUAL dimension. To gauge the responses of the participants a 5-point Likert scale was used. The valid responses of Strongly Disagree – Disagree – Neutral – Agree – Strongly Agree were assigned a numerical value of 1, 2, 3, 4, or 5 respectively.

Question	SERVQUAL Dimension
1. The renewal form was easy to follow	Tangibles
2. I was satisfied with the ease of the ordering process.	Responsiveness
3. The DNR can be depended on to provide the proper product.	Reliability
4. I am satisfied with the timeliness of order delivery.	Responsiveness
5. My order was correct on delivery.	Assurance
6. In the future, I plan to utilize this renewal process.	

Table 4 Survey Questions

An analysis of the responses received from the 24 participants shows that the vast majority of participants are extremely pleased with this program. A summary of the responses can be seen in Table 5 below. The only negative responses were to questions one and three. In response to question 1 "The renewal form was easy to follow," one participant rated the form as a 3 "Neutral." In their comments, they stated the reason for this was that they were unsure of where to mail the form. The other low response was to question 3, "The DNR can be depended on to provide the proper product." In their comments, this participant stated that the reason for this low response was related to the availability of copies of the rules and regulations this year. While unrelated to the renewal program this is a valid complaint. There were some problems in the timely printing and delivery of the new Rules and Regulations publications. These two ratings were the only comments below a rating of 4 that were received.

	Question 1	Question 2	Question 3	Question 4	Question 5	Question 6
# 5's	19	19	17	19	21	20
# 4's	4	5	6	5	3	4
# 3's	1	0	0	0	0	0
# 2's	0	0	0	0	0	0
# 1's	0	0	1	0	0	0
Count	24	24	24	24	24	24

Table 5 Survey Results

When looking at the responses received, the conclusion is evident that the customers of the DNR are extremely pleased with this program. During the conversations with some of the



survey, participants there were some additional comments made. These comments are listed below:

- Include turkey tags on renewal form.
- Hunted in SC all his life. Upset that people in NC and FL are buying land here in SC and utilizing this land as private hunt clubs thereby limiting the available hunting land for resident hunters.
- Non-Resident has been hunting in SC for 18 years. He feels that our non-resident fees are too high when compared with other states.
- Wishes hunting season was longer.
- Had to call 3 times to receive his hunter education card in the mail. Did not feel that this was a problem with our agency but probably more a postal service delivery problem.

### **Conclusion**

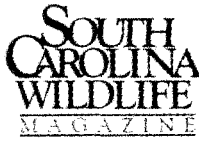
It is my opinion that this program should be continued each year. As popularity grows, the agency will begin to see increased utilization of this renewal process. If the agency can eliminate the additional expenses that were identified, this program should be able to sustain itself and not cost the agency any additional revenue. With an increased utilization of this program, the agency will begin to see more revenue due to the DNR retaining the agent fee portion of the license.

Aside from just the financial aspects of this program, the agency should also consider the customer service aspect. A program like this is what the constituents have been wanting for several years. In fact, several of the individuals that were spoken to stated they intended to continue utilizing this program as long as it was offered.

### **Bibliography**

Schiemann, W.A. (1996). Driving Change Through Surveys: Aligning Employees, Customers and Other Key Stakeholders. In Kraut (1996), 88-116.

## Appendix A. Resident Renewal Form

**SAVE TIME! SHOOT FOR THE**

We've combined some of your favorite licenses, permits and tags PLUS completed the math for you! Just fill in your information, circle the package you desire, and GO! It's as easy as 1, 2, 3!

# EXPRESS

- 1 Get READY** Verify ALL licensee information below.\*  
 \* Fill in any missing information. Incomplete forms cannot be processed. For a blank form write SCDNR License Division, PO Box 11710, Columbia, SC 29211.

**LICENSEE INFORMATION**

Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_  
 Date of Birth: \_\_\_\_\_ Race: \_\_\_\_\_ Gender: \_\_\_\_\_  
 Driver's License Number: \_\_\_\_\_  
 Home Phone: (\_\_\_\_) \_\_\_\_\_  
 Work Phone: (\_\_\_\_) \_\_\_\_\_  
 Social Security Number: \_\_\_\_\_

OR — Select the items you need by using the form below.  
 Place a check in the block beside each item you wish to purchase.

**RESIDENT HUNTING & FISHING LICENSES & PERMITS**

Code	Type	Cost	✓	Amount
	Resident Sportsman (SM) (includes Hunting, Freshwater Fishing, Big Game & WMA Permit)	\$50		
	Resident Combination (includes Hunting, Freshwater Fishing, & Big Game Permit)	\$20		
	Resident Hunting (Small Game Only)	\$12		
	Resident Big Game Permit	\$6		
	Resident WMA Permit	\$30.50		
	State Duck Stamp (DS)	\$5.50		
	Migratory Bird Permit (HIP)	Free		Circle One: Yes or No
	Resident Freshwater (FW)	\$10		
	Resident Saltwater (SW)	\$10		
	Shrimp Baiting Permit	\$25		
	Commercial Fishing License	\$50		
	Hoop Net Tag	\$10		
	Set Hook Permit	\$5		
	Jug Permit	\$5		
	Fish Trap Tag (\$5 ea./2 max.)	\$5 ea.		
	Eel Pot Tags (\$5 ea./2 max.)	\$5 ea.		
	Trotline Tags (\$2.50 ea./3 max.)	\$2.50 ea.		
	Gill Net Tags (\$5 ea./5 max.)	\$25		
	Individual Deer Tags (\$5 ea./4 max.)	\$5 ea.		
	S.C. Wildlife magazine (1 year)	\$9		
	S.C. Wildlife Sportsman's Calendar (Full color 90th Anniversary Edition Sept. 2003 - Aug. 2004)	\$10		
	Donation to DNR (Specify amount)			
	Shipping and Handling (Required)	\$2	✓	\$2

TOTAL AMOUNT

\$

	CARD NUMBER	AMOUNT
	SIGNATURE	EXP. DATE

**2 Get SET**

Circle the letter of the package of your choice and, if you are ordering a Migratory Bird Permit, complete the Harvest Information Program (HIP) survey below.

<b>A</b>	<b>Super Angler Package</b> Includes Freshwater & Saltwater Licenses \$10 (FW) + \$10 (SW) + \$2 (S/H)	<b>\$22.<sup>00</sup></b>
<b>B</b>	<b>Saltwater Sportsman Package</b> Includes Sportsman & Saltwater Licenses + Free Migratory Bird Permit (HIP Survey MUST be completed) \$50 (SM) + \$10 (SW) + (HIP) + \$2 (S/H)	<b>\$62.<sup>00</sup></b>
<b>C</b>	<b>Coastal Sportsman Package</b> Includes Sportsman & Saltwater Licenses, Shrimp Baiting Permit + Free Migratory Bird Permit (HIP Survey MUST be completed) \$50 (SM) + \$10 (SW) + \$25 (SP) + (HIP) + \$2 (S/H)	<b>\$87.<sup>00</sup></b>
<b>D</b>	<b>Bird Hunter Package</b> Includes Sportsman License & State Duck Stamp + Free Migratory Bird Permit (HIP Survey MUST be completed) \$50 (SM) + \$5. <sup>50</sup> (DS) + (HIP) + \$2 (S/H)	<b>\$57.<sup>50</sup></b>
<b>E</b>	<b>South Carolina Wildlife Super Sportsman Package</b> Includes Sportsman & Saltwater Licenses & State Duck Stamp, Free Migratory Bird Permit (HIP Survey MUST be completed) + Four Individual Deer Tags + 6 issues of South Carolina Wildlife magazine \$50 (SM) + \$10 (SW) + \$5. <sup>50</sup> (DS) + (HIP) + \$20 (PT-Deer Tag) + \$9 (MA) + \$2 (S/H)	<b>\$96.<sup>50</sup></b>

If you are ordering a migratory bird permit, you must answer the following HIP questions:

- Do you plan to hunt migratory birds this year? yes no
- Mark those species you did not hunt last season:  
   Dove    Ducks    Geese    Woodcock  
   Coot/Snipe    Marsh hens (Rails)/Gallinules
- Indicate the approximate number you bagged last season:  
   Dove    Ducks    Geese    Woodcock  
   Coot/Snipe    Marsh hens (Rails)/Gallinules

**3 GO!**

Sign below (include Hunter Education number and state, if applicable) and enclose your payment.

(MasterCard or VISA payments use box at left.)

I attest that all of the information that I have provided hereon is true and correct. (Licensee signature required)

Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
 If you were born after June 30, 1979, and are purchasing a hunting license, completion of a Hunter Education course is required. Include the information below.  
 Hunter Education # \_\_\_\_\_

State of Certification \_\_\_\_\_

Make checks payable to SCDNR (do not send cash) and mail this form to License Division, P.O. Box 11710, Columbia, SC 29211.

**That's it! Your licenses and other items will be on their way soon. Some items may arrive separately.**

## Appendix B. Non-Resident Renewal Form

**SAVE TIME! SHOOT FOR THE**

We've combined some of your favorite licenses, permits and tags PLUS completed the math for you! Just fill in your information, circle the package you desire, and GO! It's as easy as 1, 2, 3!



**1 Get READY** Verify ALL licensee information below.\*  
\* Fill in any missing information. Incomplete forms cannot be processed. For a blank form write SCDNR License Division, PO Box 11710, Columbia, SC 29211.

LICENSEE INFORMATION	Name: _____
	Address: _____
	Address: _____
	City/State/Zip: _____
	Date of Birth: _____ Race: _____ Gender: _____
	Driver's License Number: _____
	Home Phone: (____) _____ Work Phone: (____) _____ Social Security Number: _____

OR — Select the items you need by using the form below.

Place a check in the block beside each item you wish to purchase.

## NONRESIDENT HUNTING &amp; FISHING LICENSES &amp; PERMITS

Code	Type	Cost	✓	Amount
	Nonresident Hunting (NH)	\$100		
	Nonresident Big Game Permit (BG)	\$89		
	Nonresident WMA Permit (WMA)	\$76		
	Migratory Bird Permit (HIP)	Free		Circle One: Yes or No
	State Duck Stamp (DS)	\$5.50		
	Nonresident Freshwater (FW)	\$35		
	Nonresident Saltwater (SW)	\$35		
	Shrimp Baiting Permit	\$500		
	Commercial Fishing License	\$1,000		
	Hoop Net Tag	\$50		
	Set Hook Permit	\$50		
	Jug Permit	\$50		
	Fish Trap Tag (\$50 ea./2 max.)	\$50 ea.		
	Eel Pot Tags (\$50 ea./2 max.)	\$50 ea.		
	Trotline Tags (\$50 ea./3 max.)	\$50 ea.		
	Gill Net Tags (\$50 ea./5 max.)	\$50 ea.		
	Individual Deer Tags (\$5 ea./4 max.)	\$5 ea.		
	S.C. Wildlife magazine (1 year)	\$9		
	S.C. Wildlife Sportsman's Calendar <small>(Full-color 4th Anniversary Edition! Sept. 2001 - Aug. 2004)</small>	\$10		
	Donation to DNR (Specify amount)			
	Shipping and Handling (Required)	\$2	✓	\$2

TOTAL AMOUNT

\$

**2 Get SET**

Circle the letter of the package of your choice and, if you are ordering a Migratory Bird Permit, complete the Harvest Information Program (HIP) survey below.

<b>A Angler Package</b> Includes Freshwater & Saltwater Licenses \$35 (FW) + \$35 (SW) + \$2 (S/H)	<b>\$72.00</b>
<b>B Hunter Package</b> Includes Hunting License & Big Game Permit + Free Migratory Bird Permit (HIP Survey MUST be completed) \$100 (NH) + \$89 (BG) + (HIP) + \$2 (S/H)	<b>\$191.00</b>
<b>C Hunter/Angler Package</b> Includes Hunting, Freshwater & Saltwater Licenses & Big Game Permit + Free Migratory Bird Permit (HIP Survey MUST be completed) \$100 (NH) + \$35 (FW) + \$35 (SW) + \$89 (BG) + (HIP) + \$2 (S/H)	<b>\$261.00</b>
<b>D WMA Hunter Package</b> Includes Hunting License, Big Game Permit & WMA Permit + Free Migratory Bird Permit (HIP Survey MUST be completed) \$100 (NH) + \$89 (BG) + \$76 (WMA) + (HIP) + \$2 (S/H)	<b>\$267.00</b>
<b>E Super Carolina Package</b> Includes Hunting, Freshwater & Saltwater Licenses, State Duck Stamp, Big Game Permit, WMA Permit & Free Migratory Bird Permit (HIP Survey MUST be completed) + Four Individual Deer Tags + 6 issues of South Carolina Wildlife magazine \$100 (NH) + \$35 (FW) + \$35 (SW) + \$5.50 (DS) + \$89 (BG) + \$76 (WMA) + (HIP) + \$20 (PT-Deer Tag) + \$9 (MA) + \$2 (S/H)	<b>\$371.50</b>

If you are ordering a migratory bird permit, you must answer the following HIP questions:

- Do you plan to hunt migratory birds this year? ☐ yes ☐ no
- Mark those species you did not hunt last season:  
☐ Dove ☐ Ducks ☐ Geese ☐ Woodcock  
☐ Coot/Snipe ☐ Marsh hens (Rails/Gallinules)
- Indicate the approximate number you bagged last season:  
☐ Dove ☐ Ducks ☐ Geese ☐ Woodcock  
☐ Coot/Snipe ☐ Marsh hens (Rails/Gallinules)

**3 GO!**

Sign below (include Hunter Education number and state, if applicable) and enclose your payment.

(MasterCard or VISA payments use box at left.)

I attest that all of the information that I have provided hereon is true and correct. (Licensee signature required)

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

If you were born after June 30, 1979, and are purchasing a hunting license, completion of a Hunter Education course is required. Include the information below.

Hunter Education # \_\_\_\_\_

State of Certification \_\_\_\_\_

Make checks payable to SCDNR (do not send cash) and mail this form to License Division, P.O. Box 11710, Columbia, SC 29211.

	CARD NUMBER	AMOUNT
	SIGNATURE	EXP. DATE

That's it! Your licenses and other items will be on their way soon. Some items may arrive separately.

## Appendix C. Renewal Return Statistics

Category	Sportsman	Combination	Hunting	Big Game	WMA	Freshwater
Resident Totals	7,202	12,228	203	122	53	3,580
Non-Res. Totals	0	2	0	0	0	0
Total	7,202	12,230	203	122	53	3,580
Cost - Resident	\$50.00	\$20.00	\$12.00	\$6.00	\$30.50	\$10.00
Cost - Non-Res		\$20.00				
Agent Fee	\$2.00	\$2.00	\$1.00	\$1.00	\$1.00	\$1.00
Res. Remit Totals	\$345,696.00	\$220,104.00	\$2,233.00	\$610.00	\$1,563.50	\$32,220.00
NR Remit Totals	\$0.00	\$36.00	\$0.00	\$0.00	\$0.00	\$0.00
Res. Agent Fee Totals	\$14,404.00	\$24,456.00	\$203.00	\$122.00	\$53.00	\$3,580.00
NR Agent Fee Totals	\$0.00	\$4.00	\$0.00	\$0.00	\$0.00	\$0.00
Total	\$360,100.00	\$244,600.00	\$2,436.00	\$732.00	\$1,616.50	\$35,800.00
% of Total Value	16.10%	10.94%	0.11%	0.03%	0.07%	1.60%
% of Total Mailed	1.92%	3.26%	0.05%	0.03%	0.01%	0.95%
% of SC Mailed	2.47%	4.20%	0.07%	0.04%	0.02%	1.23%
% of NR Mailed	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Payment Method						
Promo Code	Returns	Mailed	% Resp.	Charge Card	% Resp.	Check
NR-GEN	7,171	83,884	8.55%			
NR-NEW	37	37	100.00%			
NR-OTH	2	207	0.97%			
Total	7,210	84,128	8.57%	1,975	27.39%	5,235
SC-GEN	32,797	286,189	11.46%			
SC-NEW	303	303	100.00%			
SC-OTH	138	4,688	2.94%			
Total	33,238	291,180	11.41%	6820	20.52%	26,418
Grand Totals	40,448	375,308	10.78%	8,795	21.74%	31,653

Category	Saltwater	NR Hunt	NR Big Game	NR - WMA	NR - Fish	NR SW-Fish
Resident Totals	8,862	1	1	0	1	2
Non-Res. Totals	2	2450	2316	419	3472	784
Total	8,864	2,451	2,317	419	3,473	786
Cost - Resident	\$10.00	\$100.00	\$89.00		\$35.00	\$35.00
Cost - Non-Res	\$10.00	\$100.00	\$89.00	\$76.00	\$35.00	\$35.00
Agent Fee	\$1.00	\$2.00	\$2.00	\$1.00	\$1.00	\$1.00
Res. Remit Totals	\$79,758.00	\$98.00	\$87.00	\$0.00	\$34.00	\$68.00
NR Remit Totals	\$18.00	\$240,100.00	\$201,492.00	\$31,425.00	\$118,048.00	\$26,656.00
Res. Agent Fee Totals	\$8,862.00	\$2.00	\$2.00	\$0.00	\$1.00	\$2.00
NR Agent Fee Totals	\$2.00	\$4,900.00	\$4,632.00	\$419.00	\$3,472.00	\$784.00
Total	\$88,640.00	\$245,100.00	\$206,213.00	\$31,844.00	\$121,555.00	\$27,510.00
% of Total Value	3.96%	10.96%	9.22%	1.42%	5.44%	1.23%
% of Total Mailed	2.36%	0.65%	0.62%	0.11%	0.93%	0.21%
% of SC Mailed	3.04%	0.00%	0.00%	0.00%	0.00%	0.00%
% of NR Mailed	0.00%	2.91%	2.75%	0.50%	4.13%	0.93%

Category	Duck Stamp	Hoop Net	Net Hoop	Ang Permit	Gumm Lic	Shrimp
Resident Totals	3,937	35	1,278	813	82	3,687
Non-Res. Totals	273	6	5	4	1	1
Total	4,210	41	1,283	817	83	3,688
Cost - Resident	\$5.50	\$10.00	\$5.00	\$5.00	\$50.00	\$25.00
Cost - Non-Res	\$5.50	\$50.00	\$50.00	\$50.00	\$1,000.00	\$500.00
Agent Fee	\$0.50					
Res. Remit Totals	\$19,685.00	\$350.00	\$6,390.00	\$4,065.00	\$4,100.00	\$92,175.00
NR Remit Totals	\$1,365.00	\$300.00	\$250.00	\$200.00	\$1,000.00	\$500.00
Res. Agent Fee Totals	\$1,968.50	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
NR Agent Fee Totals	\$136.50	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total	\$23,155.00	\$650.00	\$6,640.00	\$4,265.00	\$5,100.00	\$92,675.00
% of Total Value	1.04%	0.03%	0.30%	0.19%	0.23%	4.14%
% of Total Mailed	1.12%	0.01%	0.34%	0.22%	0.02%	0.98%
% of SC Mailed	1.35%	0.01%	0.44%	0.28%	0.03%	1.27%
% of NR Mailed	0.32%	0.01%	0.01%	0.00%	0.00%	0.00%

Category	Trap Tag	Fee Pot	Proline	Gill Net	Deer Tags	Magazine
Resident Totals	721	22	5,094	265	40,718	3,154
Non-Res. Totals	1	0	81	0	6283	435
Total	722	22	5,175	265	47,001	3,589
Cost - Resident	\$5.00	\$5.00	\$2.50	\$5.00	\$5.00	\$9.00
Cost - Non-Res	\$50.00	\$50.00	\$50.00	\$50.00	\$5.00	\$9.00
Agent Fee						
Res. Remit Totals	\$3,605.00	\$110.00	\$12,735.00	\$1,325.00	\$203,590.00	\$28,386.00
NR Remit Totals	\$50.00	\$0.00	\$4,050.00	\$0.00	\$31,415.00	\$3,915.00
Res. Agent Fee Totals	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
NR Agent Fee Totals	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total	\$3,655.00	\$110.00	\$16,785.00	\$1,325.00	\$235,005.00	\$32,301.00
% of Total Value	0.16%	0.00%	0.75%	0.06%	10.51%	1.44%
% of Total Mailed	0.19%	0.01%	1.38%	0.07%	12.52%	0.96%
% of SC Mailed	0.25%	0.01%	1.75%	0.09%	13.98%	1.08%
% of NR Mailed	0.00%	0.00%	0.10%	0.00%	7.47%	0.52%

Category	Calendar	Handling	Donations	Resident A	Resident B	Resident C
Resident Totals	1,874	31,037	\$9,665.48	1,985	385	321
Non-Res. Totals	176	6720	\$546.53	1	0	0
Total	2,050	37,757	\$10,212.01	1,986	385	321
Cost - Resident	\$10.00	\$2.00		\$20.00	\$60.00	\$85.00
Cost - Non-Res	\$10.00	\$2.00		\$20.00	\$60.00	\$85.00
Agent Fee				\$2.00	\$3.00	\$3.00
Res. Remit Totals	\$18,740.00	\$62,074.00		\$35,730.00	\$21,945.00	\$26,322.00
NR Remit Totals	\$1,760.00	\$13,440.00		\$18.00	\$0.00	\$0.00
Res. Agent Fee Totals	\$0.00	\$0.00		\$3,970.00	\$1,155.00	\$963.00
NR Agent Fee Totals	\$0.00	\$0.00		\$2.00	\$0.00	\$0.00
Total	\$20,500.00	\$75,514.00		\$39,720.00	\$23,100.00	\$27,285.00
% of Total Value	0.92%		0.46%	1.78%	1.03%	1.22%
% of Total Mailed	0.55%		2.72%	0.53%	0.10%	0.09%
% of SC Mailed	0.64%		3.32%	0.68%	0.13%	0.11%
% of NR Mailed	0.21%		0.65%	0.00%	0.00%	0.00%



2004 License Renewal						
Category	Resident D	Resident E	Non-Res A	Non-Res B	Non-Res C	Non-Res D
Resident Totals	368	871	2	0	0	0
Non-Res. Totals	0	0	160	510	58	119
Total	368	871	162	510	58	119
Cost - Resident	\$55.50	\$94.50	\$70.00	\$189.00	\$259.00	\$265.00
Cost - Non-Res	\$55.50	\$94.50	\$70.00	\$189.00	\$259.00	\$265.00
Agent Fee	\$2.50	\$3.50	\$2.00	\$4.00	\$6.00	\$5.00
Res. Remit Totals	\$19,504.00	\$79,261.00	\$136.00	\$0.00	\$0.00	\$0.00
NR Remit Totals	\$0.00	\$0.00	\$10,880.00	\$94,350.00	\$14,674.00	\$30,940.00
Res. Agent Fee Totals	\$920.00	\$3,048.50	\$4.00	\$0.00	\$0.00	\$0.00
NR Agent Fee Totals	\$0.00	\$0.00	\$320.00	\$2,040.00	\$348.00	\$595.00
Total	\$20,424.00	\$82,309.50	\$11,340.00	\$96,390.00	\$15,022.00	\$31,535.00
% of Total Value	0.91%	3.68%	0.51%	4.31%	0.67%	1.41%
% of Total Mailed	0.10%	0.23%	0.04%	0.14%	0.02%	0.03%
% of SC Mailed	0.13%	0.30%	0.00%	0.00%	0.00%	0.00%
% of NR Mailed	0.00%	0.00%	0.19%	0.61%	0.07%	0.14%

2004 License Renewal		
Category	Non-Res E	Totals
Resident Totals	0	
Non-Res. Totals	15	
Total	15	
Cost - Resident	\$369.50	
Cost - Non-Res	\$369.50	
Agent Fee	\$7.50	
Res. Remit Totals	\$0.00	\$1,213,499.50
NR Remit Totals	\$5,430.00	\$813,197.00
Res. Agent Fee Totals	\$0.00	\$63,716.00
NR Agent Fee Totals	\$112.50	\$17,767.00
Total	\$5,542.50	\$2,236,494.50
% of Total Value	0.25%	
% of Total Mailed	0.00%	
% of SC Mailed	0.00%	
% of NR Mailed	0.02%	

## Appendix D. Survey Results

	1	2	3	4	5	6	Comments
240	4	4	4	4	4	4	
742	5	5	5	5	5	5	
1578							Says he has a lifetime license and has not had contact with our department in a long time
2505							Unable to Contact
2564	4	4	4	4	5	4	
3117							Unable to Contact
3119							Unable to Contact
4115	5	5	4	5	5	5	
4712	5	5	5	5	5	5	
5083	4	4	4	4	4	5	Turkey Tags included in available options
5571							Unable to Contact
6388	5	5	5	5	5	5	Program was great.
6999							Unable to Contact
7630							Out of town
7659							Unable to Contact
7915							Unable to Contact
8458	5	5	4	5	5	5	
8830							Unable to Contact
9590							Unable to Contact
10425	5	5	1	5	5	5	Shortage in supply of Rules and Regulations. Unable to get current copy.
11197							
11286	5	5	5	5	5	5	
11378							Unable to Contact
11395							Unable to Contact
11401							Unable to Contact
11588							Unable to Contact
11614	5	5	5	5	5	5	Really likes the program
11652							Unable to Contact
13811							Unable to Contact
14085							Unable to Contact
14386							Unable to Contact
14928							Unable to Contact
15579							Unable to Contact
16132	4	4	4	4	4	4	
16202							Unable to Contact
17049							Unable to Contact
17537							Unable to Contact
18123	3	5	5	5	5	5	Was not sure where to mail to. Downloaded form from web site.
18661							Unable to Contact
19131	5	5	5	5	5	5	Looked more like an advertisement. (Marketing Director for Goodwill)
19523							Unable to Contact
19610							Unable to Contact

19830							Unable to Contact
19922							Unable to Contact
20126							Unable to Contact
20132	5	5	5	5	5	5	
20258	5	5	5	5	5	5	
20501							Unable to Contact
21185							Unable to Contact
21263							Unable to Contact
21479							Unable to Contact
21573	5	5	5	5	5	5	Program was great.
22704	5	5	5	5	5	5	
22815							Unable to Contact
22976							Unable to Contact
23392	5	5	5	5	5	5	Hunted in SC all his life. Folks in NC and FL and buying our land and can not hunt because they are not allowed to hunt on these private lands.
23619	5	5	5	5	5	5	
24029	5	5	5	5	5	5	Hunted in SC for 18 years. Non-Resident fees are too high. Wishes we had more LE officers on duty to stop poachers on his club land. This year was first year he has been checked.
25179							Unable to Contact
25350							Unable to Contact
25928							Unable to Contact
25939							Unable to Contact
26386							Unable to Contact
26956	5	5	5	5	5	5	Wishes hunting season was longer.
27085							Unable to Contact
27323							Unable to Contact
27382							Unable to Contact
27979	5	4	5	4	5	4	
28734							Unable to Contact
29318							Unable to Contact
29847							Unable to Contact
29872							Unable to Contact
30414							Unable to Contact
31680							Unable to Contact
31733							Unable to Contact
32568							Unable to Contact
33129							Unable to Contact
34651							Unable to Contact
35052							Unable to Contact
35090							Unable to Contact
35323							Unable to Contact
35386							Unable to Contact
35976							Unable to Contact
36134							Unable to Contact
36593							Unable to Contact
36735							Unable to Contact

36912							Unable to Contact
37019							Unable to Contact
37326							Unable to Contact
37613							Unable to Contact
37876							Unable to Contact
37944							Unable to Contact
37972							Unable to Contact
38040							Unable to Contact
38063							Unable to Contact
38215							Unable to Contact
38323							Unable to Contact
38334							Unable to Contact
38431							Unable to Contact
38921	5	5	5	5	5	5	Took 3 times to receive his Hunter Education card in the mail.